

# REDUCTION SALE

## Our Campaign to Lower Living Costs Unmatchable Savings

This June Underselling Event is a practical demonstration of this store's determination to help you because of the noteworthy savings offered on merchandise of reliable quality and assured

<b>Del Monte Beans</b> With This Coupon and <b>10c</b> Del Monte Brand Beans, with pork and tomato sauce. One pound cans.—Base-ment. (S)	<b>35c Writing Paper</b> With This Coupon and <b>29c</b> Linen-finished Writing Paper, good quality; in white only; 60 sheets in each package. Envelopes to match at 6c package. (S) First Floor.	<b>Wax Paper</b> 3 Packages for <b>10c</b> With This Coupon Only Wax Paper, for wrapping sandwiches and lunches. Size, 9x12. 24 sheets in each package. (S) First Floor—Stationery Department.	<b>29c Stationery</b> With This Coupon and <b>18c</b> Bryn Mawr Stationery, 24 sheets of paper and 24 envelopes to match. (S) First Floor.	<b>\$1.25 and \$1.50 Cork-filled Linoleums,</b> at 68c sq. yd. Heavy-weight Cork-filled Linoleums, 8-quarter width, in lengths from 2 to 20 square yards, but sufficient alike to cover large sized rooms, bathrooms and halls. In tile and parquette flooring designs; choice of light and dark colors.
---	--	--	---	--

**Sale of Toilet Articles**  
Luxury Tax Not Included in These Prices

Good Quality Talcum Powder, large cans. About one pound.....	8c
Ben Hur Extract, a popular oriental perfume; regularly \$1.25 ounce. Half ounce.....	30c
Nail Enamel, in cake form; regularly 15c box.....	10c
Whisk Brooms, good quality; strongly made; regularly 38c each.....	25c
Wyeth's Sage and Sulphur Hair Tonic; regular 75c size.....	55c
Persipal, an efficient dainty deodorant cream; regularly 25c.....	19c
Rubber Sponges, for toilet and bath use; regular 15c size.....	7c
Vacuum Bottles, pint size; or cold from 12 to 24 hours; regularly \$2.40	\$1.55

Goldenberg's—First Floor.

**\$1.25 "Bear Brand" Knitting Worsteds at 79c Hank**  
Goldenberg's Bear Brand Knitting Worsteds, choice of any color in stock. Correct yarn for knitting stylish sweaters and hats. Full size hanks. Goldenberg's—First Floor.

Store Hours: Open 9:15 A.M.; Close 6 P.M.

IT PAYS TO DEAL AT

## Goldenberg's

BOTH SIDES OF 7TH AT K ST. "THE DEPENDABLE STORE"

## Duplicating Last Week's Successful Sale of Mill Lengths of Silks

Qualities Worth \$2.50 and \$3.00 a Yard, at..... **\$1.66**

Again the unexpected has happened. Again we offer thousands of yards of high-class Silks at the same low price which brought such enthusiastic crowds of buyers last week. We contracted for the mill lengths of silks from a prominent wholesaler on a basis that enables us to offer savings of greatest magnitude. Represented in this purchase are Silks of the most desirable character—high-class qualities that enjoy unusual popularity this season in just the lengths wanted for blouses, street, afternoon and evening frocks.

The collection embraces the following silks:

36-in. All-silk Foulards, in newest styles, colorings and designs—all perfect and of exceptionally fine quality.

Rich, lustrous Chiffon Taffeta, in black and colors.

These silks are 35 to 40 inches wide. The lengths are most desirable, too, ranging from 2 to 6 yards.

Goldenberg's—First Floor.

## 1,600 New Shirts Added to Our Semi-Annual Shirt Sale

Values Worth \$3.00 and \$3.50

**\$2.29**

Fresh impetus will be given this great event tomorrow by the addition of 1,600 new shirts to fill in the gaps made by the past few days' big selling. They are equally as attractive styles and good values as offered the first day.

Just the kind of shirts men like to wear—cut on generous and accurate fitting lines. Strictly first quality shirts—no misfits or seconds.

Fine quality materials, including Woven Madras, Rep Cloth, Poplin, High Count Percal, White Oxfords, Mercerized Cloth, Ductine, Cambric and Corded Madras.

All with soft cuffs (excepting the white madras shirts, which have stiff cuffs). Patterns to please every one—neat stripes, bold stripes, candy stripes, cluster stripes and novelty stripes. All the colors guaranteed fast. Sizes 13½ to 17.

**Men's 85c Underwear, 59c**  
Men's Balbriggan Underwear, short-sleeve shirts and full-length drawers, made with extra large double seat; perfect quality.

**Men's \$1.25 Underwear, 79c**  
Men's Balbriggan Underwear, short-sleeve shirts, full-length drawers, fully reinforced; slight imperfections, but such that will not affect the wear.

**Men's 50c Underwear, 25c**  
Men's Anderson Athletic Underwear, made of good quality checked nainsook; sleeveless coat shirts and knee-length drawers.

**Men's \$1.50 and \$1.75 Union Suits, \$1.19**  
Men's Varsity Athletic Union Suits, made of good quality checked nainsook; sleeveless and quarter-sleeve styles, with patched crotch. (Limit, four to a buyer).

**Men's 75c and \$1.00 "Onyx" Hose, 49c**  
Men's "Onyx" Half Hose, fiber silk, silk plaited; plain and mercerized lisle and mercerized cotton. In black, plain colors and a few fancy effects. Goldenberg's—First Floor.

## \$5 to \$7 Georgette Crepe Trimmed Hats at \$3.50



This sale comes at a time when the demand for smart, new mid-summer millinery, and particularly for the popular georgette crepe hats, is at its height. It presents an opportunity to save that has not been equaled this season.

We bought these hats at a price concession from a maker noted for the individuality and style of his hats, and, as usual, we are passing the advantage along to you.

Medium and large shapes, in navy, white and pink, trimmed with flowers, ostrich and ostrich.

**\$2.50 Basket Weave Sport Hats, \$1.25**  
A host of smart-looking styles, for sport occasions and general wear, in the popular basket weave, in all the sport colors and becoming shapes for women and misses; trimmed with ribbon band and bow.

Goldenberg's—Second Floor.

## A Special Purchase of 200 Dozen "Run of the Mill" \$2.75 Seamless Bleached Sheets

81x90 Double Bed Size, Extraordinary Values at..... **\$1.79**

Another practical demonstration of this store's determination to bring down living costs to the lowest possible levels. A fortunate deal with a prominent mill enabled us to secure a lot of bleached sheets at a great sacrifice.

They are the regulation 81x90 double-bed size; seamless and made of a good heavy and well made muslin—one of the best sheets for service on the market today.

Termed mill seconds, but after careful inspection we find the defects hardly worth mentioning.

**\$2.25 Bleached Sheets, \$1.59**  
63x90 Seamless Bleached Sheets, full size for single beds. Made of superior grade sheeting cotton, free from any foreign substance. The slight imperfections will in no way affect the wearing qualities.

**59c Pillowcases, 44c**  
45x36 Bleached Pillowcases, regulation size; made of round thread pillowcase cotton, finished with deep hem.

Goldenberg's—First Floor.

**20c Bleached Cotton Crash, 16c Yd.**  
2,000 yards of Bleached Cotton Crash, with neat red borders; good serviceable grade for roller or tea towels.

Goldenberg's—First Floor.

## Again Tomorrow We Offer 40-Inch Georgette Crepe at \$1.39 a Yard

Pure silk, firm woven quality, strong and durable—a grade extensively used for making blouses, street and afternoon frocks, dinner and evening gowns. The assortment includes exquisite pastel shades for dainty lingerie, as well as other shades adapted for dresses, such as white, black, taupe, turquoise, navy blue, brown, peach, flesh, Belgian blue, pink, mauve, gray and orchid. Full 40 inches wide.

**Printed Georgette Crepe \$1.69**  
Worth up to \$3.98 a Yard, at—

Handsome Printed Georgette Crepe, all pure silk quality, of cobwebby fineness, yet strong and serviceable. Attractive printings in floral designs, scrolls and figures, also all-over designs on light and dark grounds. Suitable for overdresses and entire dresses. Strictly perfect quality—40 inches wide.

Lace Department—First Floor.

## Sale of Women's "Merode" Union Suits

Values Up to \$1.75 at **89c**

A regrouping of incomplete lines from our regular stock of famous "Merode" Underwear brings this opportunity to save on garments of the highest standard. Summer weight cotton and lisle union suits, in various styles, including low neck and sleeveless, band and crochet top, with wide lace shell and tight knee.

Not all sizes of each style, but nearly all sizes in the lot. Sale price, 89c a suit.

**Women's Gauze Cotton Vests, 35c**  
Summer weight; taped neck and armholes; sizes 5 and 6; perfect quality.

**Women's Cotton Union Suits, 55c**  
Light weight; taped neck and armholes; sizes 26 and 28 only.

**Women's Gauze Cotton Pants, 65c**  
Regular and extra sizes; lace-trimmed bottoms; slight imperfections. Worth 75c pair.

**Misses' Union Suits, 65c**  
Light weight; taped neck and armholes; sizes 2 to 14 years. Perfect quality. Worth \$1.00....

## Women's \$3.75 Silk Stockings

The Celebrated "Gordon H-300" Brand. Every Pair of Perfect Quality.

**\$2.69**

A sale of unusual money-saving importance, offering the nationally known "Gordon H 300" Silk Hosiery at savings sure to be appreciated by women who demand the best.

These stockings are noted for their superior wearing quality—every pair pure thread silk and pure dye, and the assortment includes black, white and cordovan. Made with double sole, heel and toe, mercerized lisle garter top. All sizes. Strictly perfect quality.

## Summer Notions

**Crown Snap Fasteners, black or white; all sizes; one dozen on card; equal to usual 10c kinds. THREE cards for 10c**

**Mercerized Sewing Cotton, 100 yard spools; equal to 25c spool of sewing silk; good assortment of colors, also black and white. (Limit, six spools to buyer) 5c**

**Kleinert's Sanitary Rubber Sheeting, three-quarter yard square; standard quality 69c**

**White Cotton Tape, ¼-inch width; nine-yard pieces. Regularly 15c 10c**

## \$2 Flexo Petticoats Special at \$1.69

New Summer Petticoats of fine muslin, with flounces of extra quality embroidery in blind and eyelet patterns, and foundations. Made with the "Flexo" adjustable waistband, which assures a perfect fit.

**Extra Size White Petticoats at \$2.77**  
Extra-Size White Saten Petticoats, of fine lustrous quality, with flounces of tucks and knife pleating. All lengths.

Goldenberg's—Third Floor.

**White Seersucker Petticoats at \$1.69**  
Special lot of White Seersucker Petticoats, of good quality, in extra large sizes, with flounce or ruffles; all lengths. These petticoats require no ironing.

## Women's \$14.50 Wool Tuxedo Sweaters at \$12.98

The All-serviceable Sweaters for summer sports and general wear—a new lot just unpacked and offered at this special price tomorrow. Of fine wool, in the latest tuxedo style, with long sleeves and stylish collar and belt. Two smart models in light and dark colors.

**Regular \$12.98 Sweaters, \$10.00**  
Stylish New Eton and Sash Sweaters, in beautiful weaves, with short sleeves. A choice selection of pretty color combinations, of lavender, pink, black, tan, American and turquoise. Extra special at \$10.00.

Goldenberg's—Third Floor.

## Money Saving June Sale of Needs for Home and Lawn

<b>Continental Extension Mortised Frame Window Screens, steel centers:</b> 24 inches high, extended to 33 inches, at 65c. 28 inches high, extended to 37 inches, at 87c. 30 inches high, extended to 40 inches, at \$1.19.	<b>Sheet Steel Oil or Gas Ovens, 18 over one burner.....</b> <b>\$1.49</b>	<b>Galvanized Iron Garbage Cans, deep covers, three and half-gal. iron size.....</b> <b>79c</b>	<b>White Painted Tin Cake or Bread Boxes, full top style; good sizes.....</b> <b>\$1.09</b>	<b>Sheet Steel Gas or Oil Stove Ovens, 18 over two burners; well made.....</b> <b>\$3.49</b>	<b>White Mountain Triple Mitten Ice Cream Freezer; four quart capacity; large size.....</b> <b>\$4.98</b>	<b>Galvanized Iron Washbasins, 22-inch handles.....</b> <b>\$1.26</b>	<b>Nickel-plated Copper Tea Kettles, large size; made of heavy stock.....</b> <b>\$2.69</b>
<b>Continental Natural Finish Mortised Frame Screens, 8 over 4 doors; 4-in. frame; 2 1/2 x 2 1/2 corners; complete with fixtures.....</b> 2 ft. 6 in. wide, 7 ft. 6 in. high at \$3.79. 2 ft. 8 in. wide, 7 ft. 8 in. high at \$3.98. 2 ft. 10 in. wide, 7 ft. 10 in. high at \$4.20. 2 ft. 12 in. wide, 7 ft. 12 in. high at \$4.40.	<b>Extra Quality Floor Sweeping Brushes, long handle.....</b> <b>98c</b>	<b>Garden Hose, 25-ft. lengths; complete with combination brass nozzle; fully guaranteed.....</b> <b>\$4.79</b>	<b>Kokomo Pressed Steel Ball Bearing Roller Skates, strong and best.....</b> <b>\$2.29</b>	<b>Extra Heavy Galvanized Iron Wash Basins, with cold wood handles; large No. 8 size.....</b> <b>\$1.88</b>	<b>Rollman Heavy Retained Food Choppers; four cutters; easily operated and cleaned.....</b> <b>\$1.89</b>	<b>Long Handle Scrubbing Mops, well made.....</b> <b>59c</b>	<b>\$1.50 Wizard Oiled Floor Mops, triangle shape; long adjustable handle.....</b> <b>98c</b>
<b>Grass King Lawn Mowers, with 14-inch steel blade; self running.....</b> <b>\$5.98</b>	<b>Ironing Boards, on folding stand, made of seasoned lumber.....</b> <b>\$2.89</b>	<b>Perfection Coal Oil Blue Flame Wick Cook Stoves; guaranteed by the makers.....</b> 3-burner \$13.98 5-burner \$18.98	<b>Large Size Seamsless White Enameled Saucepans, with enamel cover; 12-quart trade size.....</b> <b>\$1.49</b>	<b>Metal Covered Washboards; double rubbing surface; full size.....</b> <b>69c</b>	<b>Mrs. Pett's Bad Irons, three stand and handle.....</b> <b>\$2.19</b>	<b>One Range, with high-grade burners; well made and guaranteed; connected in your home.....</b> Three-burner Style, at \$22.98 Four-burner Style, at \$28.98	<b>50-ft. Cotton Clothes Lines, strong and durable.....</b> <b>37c</b>

## 1,000 Pairs Women's Low Shoes

Worth \$6.00, \$7.00 and \$8.00—Pair... **\$3.95**



Shoe news extraordinary! A prominent wholesaler's surplus lot of summer footwear and various lines from our regular stock—all seasonally reduced for this great event tomorrow. One thousand pairs in the sale—every pair of desirable style and serviceable quality. It has been a long time since you were offered such wonderful values as these.

The sale includes the following models:

**Women's Patent Colt Oxfords, One-eyelet Brown Ties, Black Kid Oxfords, Brown and Black Oxfords, Black Kid Two-eyelet Oxfords, Patent Colt Pumps and Brown Pumps.**

Turned, McKay and welled soles. Low heels and high heels. All sizes in the lot 2½ to 7.

These shoes arranged on table for easy selection.

Goldenberg's—First Floor.